

WCEN-FM, WGER(FM), WSGW(AM), WSGW-FM and WTLZ(FM)
EEO PUBLIC FILE REPORT
June 1, 2017 – May 31, 2018

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Market Manager	1-2, 10	1
Engineer	1-11	2
Account Executive	1-11	11

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Alpha Media Careers alphamediausa.com/careers/	N	7
2	Indeed.com	N	4
3	Society of Broadcast Engineers 9102 North Meridian Indianapolis, Indiana 46260 Phone: 317.846.9000 Url: http://www.sbc.org	N	0
4	Baker College 1050 W. Bristol Road Flint, MI 48507 Phone: 800.964.4299 jennie.main@baker.edu	N	0
5	Central Michigan University 101 Foust Hall Mt. Pleasant, Michigan 48859 Phone: 989.774.3068 Email: careers@cmich.edu	N	0
6	Central Michigan University School of Broadcast & Cinematic Arts 340 Moore Hall Mt. Pleasant, Michigan 48859 Phone : 989-774-3851 Url : http://www.bca.cmich.edu Email : carso1ml@cmich.edu Michelle Carson	N	0
7	Delta College Career & Employment Services University Center, Michigan 48710 Phone : 989.686.9077 Url : http://www.delta.edu Email : jobplace@delta.edu	N	0
8	Michigan Works Phone : 9892931357 Url : http://www.michiganworks.org Email: kleink@michiganworks.com Kim Klein	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Saginaw Valley State University 7400 Bay Road University Center, Michigan 48710 Phone : 989.964.4954 Url : http://www.svsu.edu Email : careers@svsu.edu	N	0
10	On-Air Announcements (<i>one or more SEU stations</i>)	N	4
11	Job Fairs (<i>See Sec. III</i>)	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			16

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fair	On October 13, 2017, our SEU participated in the Saginaw Valley State University Employment and Networking Fair, which took place on its campus. Our SEU occupied a table and spoke with those in attendance about career opportunities in radio and job openings as well as internships within the SEU. SEU participants included our Operations Manager and a Morning Show Personality.
2	Participate in Job Fair	On February 21, 2018, our SEU participated in the Central Michigan University School of Broadcast & Cinematic Arts job fair held on the Central Michigan University campus. Our SEU occupied a table and spoke with those in attendance about career opportunities in radio and job openings and internships within the SEU. SEU participants included our Market Manager and Operations Manager.
3	Participate in Job Fair	On March 20, 2018 our SEU participated in the Great Lakes Bay Job Fair held on the campus of Delta College. Our SEU occupied a table and spoke with those in attendance about career opportunities in radio as well as job openings and internships within the SEU. SEU participants included our Operations Manager.
4	Participate in Job Fair	On April 6, 2018 our SEU participated in the Saginaw Valley State University Employment and Networking Fair which took place on its campus. Our SEU occupied a table and spoke with those in attendance about career opportunities in radio as well as job openings and internships within the SEU. SEU participants included our Operations Manager and an On-Air Personality.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
5	Host event sponsored by or on behalf of an educational institution relating to careers in broadcasting	During this reporting period, our SEU hosted 4 high school students from Saginaw Career Complex to “job shadow” our Digital Brand Editor. Upon arrival, they received a tour of our facilities and were introduced to our staff. They spent the remainder of their time observing our Digital Brand Editor and her team work on web design layouts during which questions were encouraged. Toward the end of the “job shadow,” they assisted the team with a web design layout.
6	Internship Program	Our SEU hosts an outstanding internship program that provides student interns with a well-rounded experience in radio broadcasting. During this reporting period, our SEU hosted one student intern from Central Michigan University-Broadcast & Cinematic Arts Summer 2017 semester. This intern was supervised by our WCEN-FM Program Director and assisted him in a variety of ways, including but not limited to: sitting in with the on-air morning team to observe and support the team as needed; help with the scheduling of music; and, attend/assist with remote broadcasts and special events.